

# Social media use among Hungarian local governments in the light of changing user habits

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**Abstract:** Communication through the use of social media platforms has become an unquestionable part of everyday life in the public sector. Ministries, central government bodies and local authorities alike are making use of these platforms, a trend that has been exacerbated by recent crises.

We present the latest results of a comprehensive and complex research project that has been ongoing for several years.

At the beginning of our work, our investigations were primarily aimed at exploring the links between social media and public administrations. We were particularly interested in the success of public authorities in delivering their content and messages to the public through online platforms.

The present study is the most comprehensive study to date of the use of social media by Hungarian local governments, focusing not only on larger cities but also on smaller municipalities, in order to get the most complete picture of the phenomenon.

For our research, we selected a representative sample of 200 members of the population, on which we carried out our studies according to a uniform methodology.

Our primary objective was to obtain as complete a picture as possible of the selected sector and to develop indicators that could be used generally, including at international level.

Our main observation was that the social media habits of the population are constantly changing, not only in terms of the platforms used, but also in terms of the form and quality of the content that individuals find interesting. In our paper, we therefore also sought to answer the question of whether and how the organisations we studied are able to adapt to changing user habits.